

### **Abstract**

A system and a method whereby e-mail users may send e-mail messages appended with advertising. E-mail sent from the e-mail user's e-mail account is routed through a standard e-mail delivery system. The e-mail message is further processed by a software means which appends thereto another software means operable to cause an advertisement to appear when the e-mail message is opened by the e-mail recipient. In one embodiment, a portion of the revenue generated by the advertising may be distributed to a charitable organization. The e-mail user sending the e-mail message may designate a charitable organization to receive such contributions. The present invention may be used with any e-mail technology.

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